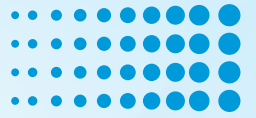


3rd Edition
DAIRY
Expo

23 24 25
JANUARY 2024
CHENNAI TRADE CENTRE,
CHENNAI, INDIA



www.dairyexpo.in



POST SHOW REPORT

INTERNATIONAL EXHIBITION ON
Dairy Products, Processing and Packaging,
Animal Feed & Nutrition, Animal Health Care,
Veterinary Products, Climate Control Equipment,
Cold Chain, Machinery and Allied Industries

Organizer

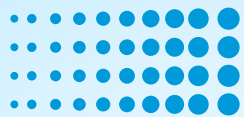


Specially Assisted by



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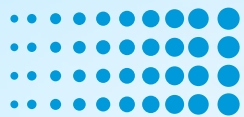




Mission: To bring together the industry players for mutual benefits and eventually bring a developing change to the industry over the period of time



Vision: To be among the leading Exhibition Platforms globally



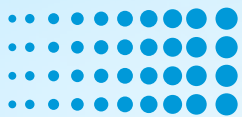
➤ INTRODUCTION

The Dairy industry has undergone a transformational change in milk procurement, processing, chilling & pasteurization, supplying hygienic pasteurized and homogenized pouched milk at the door step of the consumer in urban, semi-urban and rural areas, developing an integrated network of processing facilities and finally in developing a strong and extensive marketing network for marketing of milk & milk products.

The Dairy Expo is a Three Day Event focusing on bringing the complete chain of stake holders in the dairy industry onto one platform giving a fair chance of interaction and growth for the industry stake holders.

The event showcases the latest Technologies, New Players, Processing & Packaging Machinery, Supply Chain Management and Allied Industry.





➤ THE DAIRY SCENARIO IN TAMIL NADU

The State of Tamil Nadu ranks among the leading states in the Dairy Production and is ranked 11th in the country with a market size of about INR 1058 billion in the year 2022 which is expected to grow to INR 2473 Billion by 2028 exhibiting a growth rate of 15.5% CAGR.

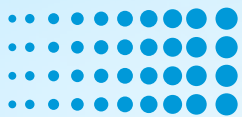
With vast reforms that are being implemented by the state government to boost the sector, the state has been getting ready for a second white revolution. Planned monitoring has led to growth in organized milk production which in turn is boosting the allied sectors such as milk packaging, processing & Dairy Products.

Many fruitful initiatives are being set into practice to improve the sector by establishing Infrastructure for preserving raw milk and developing rural markets, establishing a business liaison and local partnerships for investments thru PPP/FDI.

The Tamil Nadu Co operative Milk Producer's Federation (TCMPF) is the apex body in the state that has been set up in a three tier pattern for efficient coordination between the various milk producers. They have been functioning under the brand name AAVIN.

Programs like support to training and employment program for women (STEP), Intensive Dairy development Program have been every useful in boosting the sector. In a first of its type, Swiggy had partnered with AAVIN for doorstep delivery of its products.





➤ THE 3RD EDITION OF DAIRY EXPO

The 3rd edition of the Dairy Expo, supported by Ministry of Fisheries, Animal Husbandry and Dairying, Government of India and the Ministry of Micro, Small & Medium Enterprises (MSME) and is an apt platform for bringing together the very latest Dairy technologies, Players, Professionals and Allied Industry to interact, understand buyer-seller needs, and bring awareness to all segments of end users.

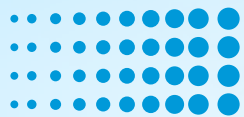
The event was opened to the general public from 10:00 am onwards on 23rd January 2024. The timings of the expo was from 10:00 am to 6:00 pm for all the three days.

The event was inaugurated by Thiru Mano Tangaraj, Honorable Minister of Milk and Dairy Development, Tamil Nadu in the presence of Industry Association members such as Thiru Chozha Naachiar Rajasekar, President – The Tamil Chamber of Commerce and Industry, Thiru. Dinesh Shankar - President, DICCI, Tamil Nadu Chapter, Mr Selvaraj President Chennai Press Club, Mr S. Ganesh President - Chennai district small scale industries association, Shri Pruthvi Gowda, President - Karnataka progressive dairy farmer association along with other members of the Industry.

The event has seen more than 100 brands displaying their product and services to the thousands of visitors from across the country. The exhibitors included leading Dairy brands such as Aavin, Karnataka Milk Federation Ltd, Milky Mist Dairy Food Private Limited, Sri Mahalakshmi Dairy Private Limited, Varsha Dairy & Food Engineer, Alfachill Technology Pvt Ltd, Atomic Industries, Clearpack Automation Private Limited, Control Print Limited, Fillpack Technology, Frostec Solutions, Goma Engineering Private Limited, Hilda Automation, Prompt Dairy Tech, Rajshree Polypack Limited, Sealers India, Swastik Valves & Pumps, Zeuser Engineers India Pvt Ltd, Isuzu Motors Ltd were part of the show.

The Event has seen a visitor turn out of more than 7000 visitors from across the country which included business heads, manufacturers, and end users, the event has been very successful and well accepted by the industry.





The visitors had a feel of the Dairy Industry getting an opportunity to have one to one conversations with the marketing teams and getting hands on samples that were on display. The event has been a Launchpad for many of the new players in the industry who were looking at penetrating the markets in the state of Tamil Nadu.

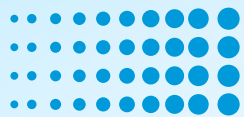
While on one hand, the established organizations strengthened and penetrated their brand reach, the budding firms got exposure and required visibility amid the masses.

The event was supported by the MSME department under the PMS Scheme which enabled many small and micro industries to participate in the event and promote their business thus giving them a good opportunity to grow and serve the country.

Many leading Media Houses which included industry focused magazines were associated as media Partners and their presence in the event

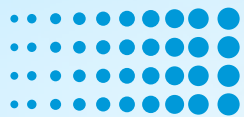
The event is organized by Media Day Marketing, a Hyderabad based leading B2B event organizing firm with a management team of marketing professionals having more than 20 years of Hands on experience handling successful events in the automotive, food processing, dairy, renewable energy, and e-mobility sectors being done in various parts of the country.





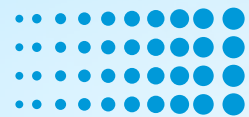
➤ GLIMPSES OF THE EVENTS





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CHENNAI TRADE CENTRE,
CHENNAI, INDIA

परशोत्तम रूपाला
PARSHOTTAM RUPALA



सत्यमेव जयते



मंत्री
मत्स्यपालन, पशुपालन एवं डेयरी
भारत सरकार
Minister
Fisheries, Animal Husbandry and Dairying
Government of India

D.O. No. 9576/MIN(FAH&D)/20.2.2-24

31 OCT 2023



Message

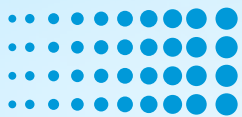
I am glad to know that Media Day Marketing is organizing the 3rd edition of DAIRY EXPO an International exhibition on Dairy Products, Processing and Packaging, Cold Chain, Machinery and Allied Industries at one platform to be held from the 23rd to 25th of January 2024 at Chennai Exhibition Centre, Chennai.

The Dairy Expo will offer participants an opportunity to get acquainted with the latest trends, as well as create conditions to expand cooperation and establish new business relationships that will boost investment and introduce new technologies in the Dairy sector of in the state of Tamil Nadu. Through this mega fair, it has initiated a platform to bring together the latest Dairy technologies, Players, Professionals and Allied Industry to interact, understand buyer-seller needs, and bring awareness to all segments of end users.

I extend my best wishes to the organizer for success of the event.


(Parshottam Rupala)

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Tele.: +91-11-23380780, Fax: +91-11-23380783, E-mail: rupalaoffice@gmail.com
Gujarat State Camp Office : Plot No. 219, Sector-20, Gandhinagar-382 020, Tele.: 079-23260013
Website : <https://dahd.nic.in>



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Estd 1944



The Tamil Chamber of Commerce

*Sivakami Complex, # 318 (174) Thambu Chatty Street, Chennai - 600 001 GSTIN - 33AACCT6458N1ZV
Tel. 2523 1930 Telefax - 2522 8419 Whatsapp 90876 99666 Email tamichamber@yahoo.com Web www.tamichamber.org

GREETING MESSAGE

Tamil Nadu plays a key role in the growth of the dairy sector in the country. As the milk cooperative movement took roots and spread across the country, India transformed from a milk deficit nation to the largest producer of milk in the world.

Tamil Nadu ranks among the top ten milk producing states of the country with a daily production of 206 lakh litres per day. The state has a very vibrant milk cooperative sector with milk producers' cooperative societies spread across nooks and corners of the state. Some of the major dairy producers viz., Aavin, Hatsun Agro Products, Cavinkare, Milky Mist, Thirumala, Dodla contribute their shares to the development of dairy products in Tamil Nadu.



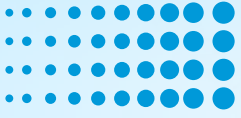
I appreciate the Media Day Marketing for organizing the 3rd edition of Dairy Expo in Chennai which will bring the stake holders across Tamil Nadu and India under one roof, benefitting the dairy sector.

This is a very good move by them to connect the stake holders and we would like to express our appreciation for organizing such an expo in Chennai. This expo would be very useful for our members of the Dairy sector and many of them would be interested in being a part of this event.

I convey my good wishes to the organisers and participants of the programme & wish the expo a great success.

With Regards

Chozha Naachiar Rajasekar
President
The Tamil Chamber of Commerce



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CHENNAI, INDIA



CHENNAI DISTRICT SMALL SCALE INDUSTRIES ASSOCIATION

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S. AMARAPATHY

Hon. Joint Secretary
V. RAJKUMAR
S. SURIYANARAYAN
H. GIRI

17-11-2023

Ref. No.
Sub: Expression of Support for the 3rd edition of Dairy Expo being held from 23-24-25 January 2024, at Chennai Exhibition Centre – Chennai.

Date :

To,
Mr. Ram Soundalkar, Director,

Media Day marketing

Dear sir,

We are very happy to note that Media Day Marketing is organizing the 3rd edition of Dairy Expo in Chennai.

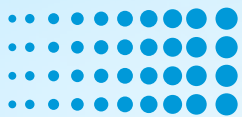
This is a very good move by them to connect the stake holders and we would like to express our appreciation for organizing such an expo in Chennai. This expo would be very useful for the members of the Dairy sector and many of them would be interested in being a part of this event.

We express our support to this event and convey our best wishes for the successful organization of this trade fair which will help the members of the Dairy industry to connect to each other and grow.

Best Regards,


D. Jayavijayan

Secretary



VISITOR **FEEDBACK**

I am very much pleased to inaugurate this Dairy Expo. I can see all the stalls with latest technologies in the dairy industry and it will be useful for anyone who come and look at stall especially entrepreneurs

Thiru Mano Tangarajan
Honorable Minister of Dairy Development

This is a very good move by them to connect the stake holders and we would like to express our appreciation for organizing such an expo in Chennai

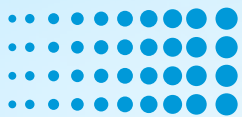
Chozha Naachia Rajasekhar
President, The Tamil Chambers of Commerce

This expo would be very useful for the members of the Dairy Sector

D Jayavijayan
Secretary, Chennai District Small Scale Industries Association

It is marvelous to my eyes, so many manufacturers of dairy equipment are all around at this place and the way they present themselves is mind boggling

Ashoka Chary
Entrepreneur, Chennai



CLIENT TESTIMONY

We are getting very good response from the exhibition, there is very happy to see the response from people in the last two days and there is a good footfall

— Atomic Industries

With Media Day we have participated in many exhibitions in Hyderabad and Bangalore. This is first time in Chennai and we had good visitors

— Control Print

We are here in the dairy expo to showcase our machinery and we hope to get in touch with the southern base as we are based in Maharashtra. We hope to get introduced to newer dairies in the south

— Prasanna Packaging Machinery

This event is organized by media day and we are getting the expected feedback from the customers, we wish that Media day organize more such exhibitions in this zone and other zones

— Zeuser Engineers India Pvt Ltd

We thank Media Day for this expo organized and will like to be part of the future expos also

— Rupesh Equipment

Thank you Media Day for organizing such a beautiful Expo

— Clear Pack

In this expo we have displayed our Tata Ace Ev Vehicle and we are promoting our vehicle to Milk suppliers. The organization is good and they are doing good marketing, the reach is also good and you can see a good footfall

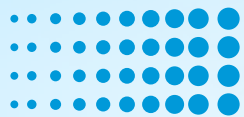
— Vijai Trucking

We are enjoying this exhibition, its going on very well, lot of customers, lot of queries, very productive. We believe such type of expos be conducted more and more

— Udayajit Solar

Lot of inquiries generated, it has been very useful for us

— Milky Mist



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THE ROAD AHEAD

Based on the feedback from the industry players, exhibitors and other stakeholders and with a view to bridge the gap between the exhibitors and the stakeholders, the 4th edition of the Dairy Expo is planned from the 12th to 14th December 2024 at the Hitex Exhibition Centre, Hyderabad. While the 5th edition of the show has been planned in Codessia Trade Fair Complex, Coimbatore as suggested by Thiru Mano Tangaraj, Honorable Minister of Dairy from the 6th to 8th March 2025.

INTERNATIONAL EXHIBITION ON
Dairy Products, Processing and Packaging, Cold Chain,
Machinery and Allied Industries

DAIRY Expo

4th Edition 12 13 14 DECEMBER 2024 Hitex Exhibition Centre Hyderabad, INDIA	5th Edition 06 07 08 MARCH 2025 Codessia Trade Fair Complex Coimbatore, INDIA
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Organizer
MEDIA DAY MARKETING

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www.dairyexpo.in

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Organiser



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OTHER EVENTS BY MEDIA DAY



**MEDIA DAY
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